

## NYS TESOL PUBLICATIONS RATE CARD

**Valid until August 31, 2009**

**Circulation:** Approximately 1000. **Trim size:** 8.5 x 11 inches.

**Publication: *IDIOM* (24 – 28 pages)**

<b>Issue</b>	<b>Copy Deadline</b>	<b>Publication Date</b>	<b>Theme</b>
Fall 2007	August 15, 2008	September	ELL Success Stories
Winter 2007-2008	December 1, 2007	January	Annual Conference
Spring 2008	March 1, 2008	April	Facilitating Learning
Summer 2008	May 15, 2008	June	Teaching Tools
Fall 2008	August 15, 2008	September	Preparing for the Mainstream
Winter 2008-2009	December 1, 2008	January	Annual Conference
Spring 2009	March 1, 2009	April	TBA
Summer 2009	May 15, 2009	June	TBA

Please note: advertising year runs fall to summer

<b><i>Idiom</i> Advertising rates (per insertion)</b>	<i>1 time</i>	<i>2 times</i>	<i>3 times</i>	<i>4 times</i>
Cover 4, 1/2 page (7-1/4" x 4-5/8")	375	350	325	300
Full page (7-1/4" x 9-1/2")	375	350	325	300
1/2 page, horizontal (7-1/4" x 4-5/8")	300	275	250	225
1/3 page, vertical (2-1/4" x 9-1/2")	275	250	225	200
1/6 page, vertical (2-1/4" x 4-5/8")	250	225	200	175
"business card" (2-1/4" x 1-3/4")	200	175	150	125
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